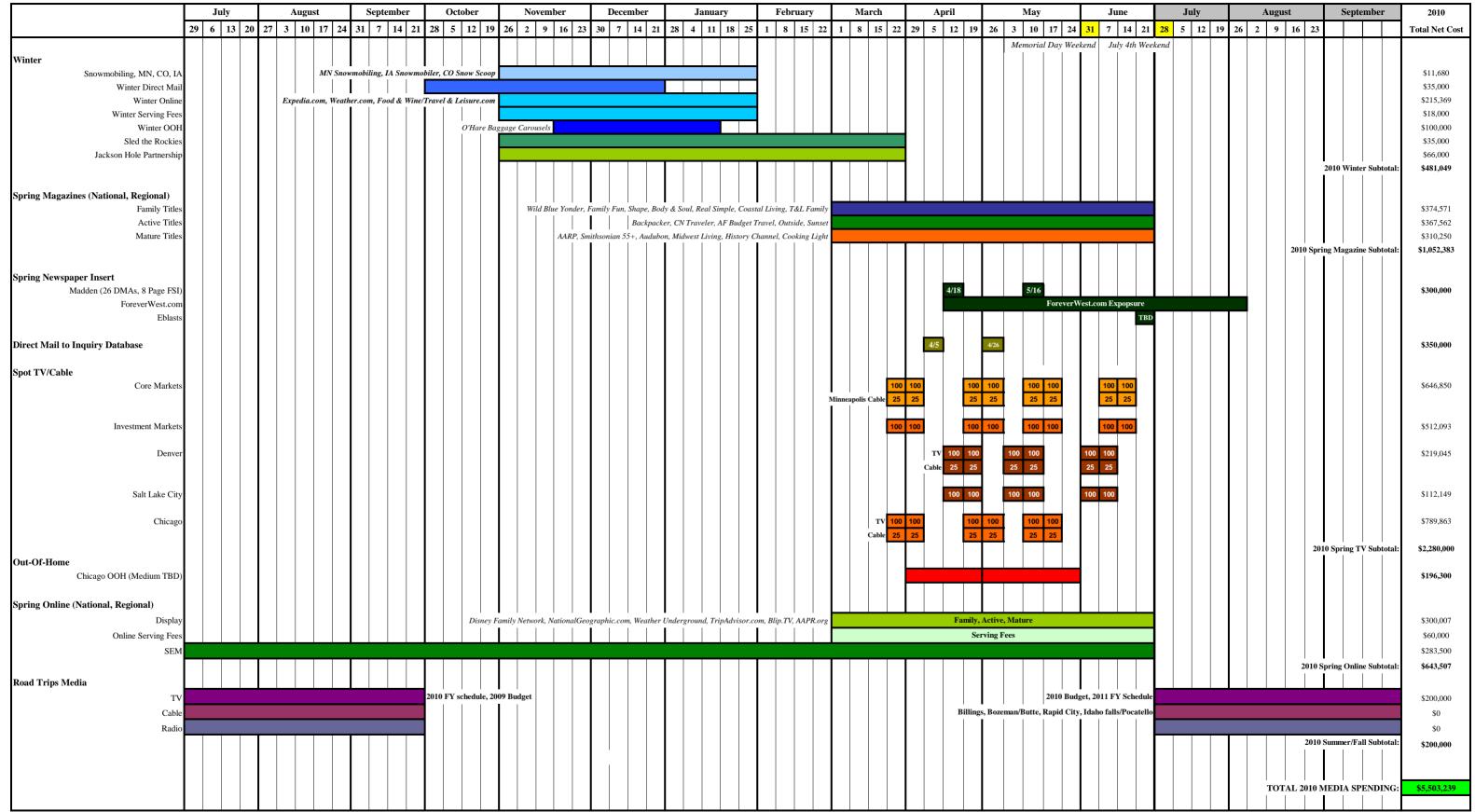
Wyoming Travel & Tourism FY 2010 Media Plan Summary



Core TV Markets: Des Moines (432,410), Green Bay (444,210), Kansas City (937,970), Madison (378,740), Minneapolis (1,730,530), Omaha (411,520)

Investment TV Markets: Milwaukee (905,350), Oklahoma City (687,300), St. Louis (1,249,820), Tulsa (529,540), Wichita (450,930)

Chicago (3,492,850), Denver (1,524,210), Salt Lake City (919,390)

Number in () indicate total TV HHs in each market

^{4/18} Madden Markets: Cedar Rapids, Des Moines, Chicago, Kansas City, Topeka, Wichita, Minneapolis, Springfield, MO, St. Louis, Lincoln, Omaha, Tulsa, Oklahoma City, Portland, OR, Sioux Falls, Rapid City, Dallas, Salt Lake City, Seattle, Spokane, Green Bay, Milwaukee, Madison 5/16 Madden Markets: Colorado Springs, Denver, Boise

- 10.7.09 Removed Cookie from magazine plan, reduced winter serving fees to \$18,000, moved remiander of money into general production
- 10.14.09 Added Nov/Dec ABA Destinations Magazine insertion per James Scoon
- 11.5.09 Upgraded National Geo April insertion to national, April/May issue was split into 2 separate issues
- 12.14.09 Removed National Geo Adventure No longer published after Nov/Dec, 2009 issue. Money moved to misc. production line item
- 1.22.10 Moved Food and Wine Winter email blast from 1/11/10 to 2/1/10
- 2.3 Moved 3 Parks cost of \$65,000 into misc production campaign cancelled for 2010. Added Vertical Media \$0 campaign to online flowchart
- 2.17.10 Added free Wild Blue Yonder magazine insertion for March/April, actualized TV spending
- 3.22.10 Revised online flowchart to reflect replcement of Undertone Networks with National Geo.com, Cancelled August Real Simple SIP, Added "Creative Handbook" to Film Office flowchart, Updated Road trips flowchart with all partners, actualized Chicago OOH media costs